

IN THE SPECIFICATION

Please amend paragraph [0013] as follows:

[0001] Location based services (LBS) are applications/services that utilize or are based [[based]] on the location of a mobile device (e.g., a cellular phone, a personal digital assistant [PDA], etc.). It is desirable to customize LBS applications for individual users based on information known about the users. However, such information is often not locally available and is difficult or impossible to access. Accordingly, what is needed is the ability to access and utilize a user's personal information. These problems may be better understood by describing location based services and the use of personal information.